

WISCONSIN TRAFFIC SAFETY REPORTER

Vol. 9, No. 2
2006

An important opportunity

by Major Dan Lonsdorf, Director
Bureau of Transportation Safety

We all receive many invitations to conferences, seminars and meetings throughout the year. But allow me to make a pitch for a conference that I promise will be well worth your valuable time.

The 32nd Annual Governor's Conference on Highway Safety in Madison on August 23-24 will offer an impressive array of speakers and workshops that will undoubtedly enlighten and stimulate discussion on critical traffic safety topics. The conference also will be an excellent opportunity to meet and network with others involved in traffic safety issues. You will leave with tools designed to help you make your community a safer place to live and travel.

As traffic safety grows more complex and challenging, our commitment to saving lives and reducing injuries must never waver. However, we need to continually evaluate existing strategies as well as embrace new ways of thinking about age-old problems, like impaired driving, safety belt use, and child passenger protection. With the theme of "Managing Risk in a Highway Safety Environment," this year's conference will offer innovative ideas and practical methods for protecting drivers, passengers, motorcyclists, bicyclists and pedestrians who use our roadways.

I hope to see you at the conference, and please help spread the word about this great learning opportunity to your coworkers and colleagues. I guarantee that you won't regret it.

Governor's Conference

Let's get together and work together!

The 32nd annual Governor's Conference on Highway Safety is being held August 23 and 24 at the Marriott Madison West. Topics will include: managing risk in a highway safety environment with Gordon Graham, underage drinking with Miss America 2006 Jennifer Berry, safety restraints and impaired driving with Richard Malone, an overview of the Osseo bus crash, and the state's new booster seat law (see article below).

Improving traffic safety is a complex challenge that requires broad expertise and cooperation. This conference will bring together people from many different fields, including state and federal highway safety agencies, state and local law enforcement, child passenger safety organizations, emergency medical services, advocacy groups, and injury prevention and community traffic safety programs. Participants will have the opportunity to meet their traffic safety peers in a forum where they can share program successes, learn from each other, and develop alliances with people from all over the state.

continued on page 2

"A good day for Wisconsin kids"

This is how June 1 is described by Nan Peterson (page 6), SAFE KIDS coordinator at UW Children's Hospital in Madison. Effective that day, Wisconsin's child passenger safety law was strengthened by requiring children ages 4 up to 8 who weigh between 40 and 80 pounds and are no more than 4'9" tall to be properly restrained in a booster seat. This new law will keep kids safer when they have graduated from child safety seats but are not big enough to be safe using only safety belts (see Figure 1, page 4). Safety belts are designed for adults, and booster seats position children so that the belt fits their anatomy more like it would fit an adult's (see photo).

continued on page 4



Miss America 2006, Jennifer Berry, and MADD launch their shared platform to stop drunk driving and prevent underage drinking at the Pennsylvania State Police-Philadelphia Station in March. Miss Berry will speak on August 24 at the Governor's Conference on Highway Safety in Madison.



Proper booster seat use is demonstrated by Sherri Faust from the Dean Foundation in Middleton. The lad is in a backless booster seat that is placed on a regular vehicle seat.

PHOTO BY B. VARTAN BOYAJIAN/COURTESY OF MISS AMERICA ORGANIZATION

BOTS welcomes new alcohol program manager

In June Janet Nodorft took on this important new challenge, replacing Karen Smith who is retiring.

Previously Janet worked in the DOT Office of Organizational Development Services and then was a program and planning analyst in the Division of Business Management.

After 35 years of state service, Karen is welcoming the opportunity to spend more time with her children and grandchildren.

Contact Janet at (608) 266-0550 or janet.nodorft@dot.state.wi.us

For a conference registration form and agenda, visit dot.wisconsin.gov/news/events/safety/index.htm.

For further information, contact Vicki Schwabe, DOT, at Vicki.schwabe@dot.state.wi.us or (608) 266-0402.



The *Wisconsin Traffic Safety Reporter* is published by the Bureau of Transportation Safety, Wisconsin Department of Transportation. Its purpose is to promote transportation safety, recognize worthwhile programs, and to educate and share ideas with safety professionals.

WisDOT SECRETARY
Frank Busalacchi
DIRECTOR-BOTS
Major Dan Lonsdorf
TSR COORDINATOR
Steve Olson

Comments/questions invited: (608) 261-5896
steve.olson@dot.state.wi.us

EDITOR
John Jordan

Bureau of
Transportation Safety
P.O. Box 7936
Madison, WI 53707

Funded by WisDOT and the National Highway Traffic Safety Administration.

Governor's Conference

from page 1

Pre-conference workshops on August 22 include: Drug Impairment Training for Education Professionals (DITEP), Driver Education Curriculum Workshop, Evidence-Based Practice to Reduce Recidivism, and the CPS Renewal Course. You must pre-register for these workshops.



Gordon Graham

This year's opening keynote speaker will be Gordon Graham, a 30-year veteran of California law enforcement. His areas of expertise include organizational and operational risk management, civil liability, professionalism and ethical decision-making. He helps organizations understand the common reasons why things go wrong and how to avoid problems through risk management-based training. He builds upon "the three basic rules" of risk management:

- There are no new ways to get into trouble.
- There is always a better way to stay out of trouble.
- What's predictable is preventable.

These rules apply everywhere; in hospitals, military operations . . . and traffic safety.



Richard Malone

On the morning of the second day, August 24, the keynote speaker will be Richard Malone, senior deputy medical investigator for the New Mexico Office of the Medical Investigator. An expert in forensics, crash investigation and injury prevention, he shares his experiences dealing with the real-life tragedy of crashes, and he brings to life the importance of driving sober, buckling up, and proper child passenger restraint.

During the second day luncheon, Miss America 2006 Jennifer Berry will present her platform issue, "Building Intolerance to Drunk Driving and Underage Drinking" (www.missamerica.org/miss-america/platform-state-ment.asp). During the 4th of July weekend 1999, Miss Berry's life changed forever when she received the news that one of her high school friends had been killed in an underage drunken driving crash. She says, "The death of my friend has made a lasting mark on my life. I hope to be able to use my title as Miss America to make a lasting mark for the better." On March 30, she helped launch a national partnership with Mothers Against Drunk Driving, saying "MADD's mission is my mission."

So far this year, crash fatalities have been down in Wisconsin. As of the end of June, 323 people had been killed—a tragic toll but lower than the five-year average of 350. Many people from all walks of life want to further reduce this toll, and their teamwork and persistence are paying off. Join us at this summer's conference to learn how together we can do better.

Get to know . . . Mike Panosh

Regional Program Manager, NE Wisconsin
DOT Bureau of Transportation Safety



Mike Panosh

Last fall, Mike became the BOTS regional program manager for the 16 counties of northeast Wisconsin. Based at the district office in Green Bay, his responsibilities include the hands-on management of DOT's safety grant

program in his region, working together with BOTS staff in Madison. Grants help programs like the Click It or Ticket law enforcement mobilization, bike rodeos and child safety seat checks. He also attends the quarterly meetings of county Traffic Safety Commissions and helps provide public information and education.

Recent successes include providing support to the Sheboygan County Sheriff's Department and Plymouth Police Department for beefed up enforcement at the AMA Superbike Championship held at Road America in Elkhart Lake in June. Usually the focus has been on events like HOG (Harley-Davidson Owners Group) rallies and the Tomahawk Fall Ride fundraiser for muscular dystrophy, but the Superbike weekend, attended by about 60,000 people, attracts a younger crowd. The grant helped law enforcement crack down on speeding and impaired riding.

Also this summer, support is going to enhanced enforcement along Highway 41 north of Milwaukee to Marinette because of a high crash rate (page 8).

Mike especially enjoys community outreach. He feels this is a great opportunity to work with members of our community who are eager for information. For example, he feels it's important to reach out to the local Spanish-speaking community. Many migrant farm workers, for instance, are employed in the local canning industry, and many drive pickups without buckling up.

Contact Mike at (920) 492-5671 or michael.panosh@dot.state.wi.us.

Wisconsin creates Safe Routes to School

Over the last 30 years, the percentage of children walking and biking to school has plummeted from more than 50% to about 15%. In order to help reverse this trend, communities need to create safer routes so parents feel comfortable allowing their children to walk and bike to school.

The revised federal transportation act, SAFETEA-LU, which was signed into law in August 2005, provides funding for state transportation departments to create and administer Safe Routes to School (SRTS) programs that will encourage children ages K-8 to walk and bike to school. This can be achieved, for example, with new side-walks and bikeways, traffic calming initiatives, educating parents and children, and organizing a "Walking School Bus" or "Walk to School Day."

SRTS programs will also help with traffic congestion and pollution near schools, and with child health problems such as obesity.

Wisconsin's SRTS program will fund educational and promotional projects that encourage walking and biking



International Walk our Children to School Day at Browning Elementary School in Milwaukee in October 2005. Students walk with parents, school leaders, staff and elected officials along the safest route to their neighborhood school.

options and small-scale capital improvements that fill gaps in the existing bike/ped system. DOT's new SRTS coordinator, Renee Callaway, will be at the August 24 SRTS workshop at the Governor's Conference on Highway Safety.

For further information and to get on an email distribution list for updates, visit www.dot.wisconsin.gov/localgov/aid/saferoutes.htm. Also visit www.saferoutesinfo.org.



PHOTOGRAPHER: D. BURDEN; LAYOUT DESIGN: C. JORDAN

September 5-8 in Madison International Pro Walk/Pro Bike Conference & Wisconsin State Bicycle and Pedestrian Summit

PRO
WALK
PRO
BIKE
2006
MAKING
CONNECTIONS

A large and enthusiastic group of bicycling and walking advocates and professionals will be gathering in Madison this fall. The 14th International Pro Walk/Pro Bike Conference, titled "Making Connections", will be held at the Monona Terrace Convention Center,

September 5-8. The conference promises to be the premier educational and networking event for transportation professionals, educators, public health specialists, park and recreation managers, elected officials and

citizens who are involved in creating bicycle- and pedestrian-friendly environments. Nearly 150 presenters will cover topics including success stories, funding trends, Safe Routes to School (see above), mapping approaches and economic impact. Held in conjunction with the conference, the Wisconsin Summit is sponsored by the Governor's Bicycle Council, Wisconsin Walks, Wisconsin DOT, Bicycle Federation of Wisconsin, and the City of Madison.



www.bikewalk.org/conference/



www.dot.wisconsin.gov/news/events/bikeped.htm

TV car ad shows real people in real crashes

Not long ago, it wasn't unusual to see car ads with vehicles flying through the air. But by the 1980s, carmakers began touting safety with the advent of family-friendly minivans and government crash test ratings. By the

1990s, driverless cars with crash test dummies were slamming into test lab walls.

Now Volkswagen of America is promoting its Jetta sedan using real

stunt people in real crashes. Their "Safe Happens" ads highlight the car's safety ratings; four-star (frontal) and five-star (side) in NHTSA tests (safercar.gov). But,

as Clarence Ditlow of the Center for Auto Safety notes, about 90% of the passenger cars tested by NHTSA receive either four- or five-star ratings.



Safe happens.



Government star ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program. (www.safercar.gov) All crashes are different and severe injuries can occur. Airbags do not deploy in all accidents. Always use safety belts and seat children in rear using appropriate restraint systems.

CREDIT: VOLKSWAGEN OF AMERICA

A good day for Wisconsin kids *from page 1*

Educating the public

Efforts are now underway statewide to educate the public about the importance of booster seats and to get more people to use them to better protect their children. A recent study by the AAA Foundation for Traffic Safety found that parents are 43% more likely to put children in booster seats once they learn what a big difference they make and how easy they are to use. The booster seat is placed on the vehicle seat without attachment to the vehicle. The child sits on the booster and the vehicle's lap and shoulder belt

are pulled over the child and buckled. A parent should check to see if the shoulder belt is positioned properly over the shoulder and sternum—and that the lap belt fits low and tight on the hips touching the thighs and not over the abdomen.

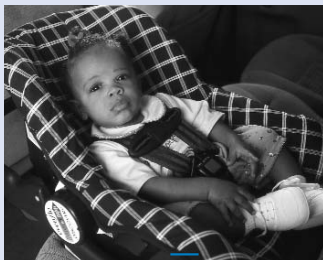
Of course some kids won't like the idea of being in a booster seat. They might protest, "But I'm a big kid now!" In this case parents can explain that booster seats are not only a lot safer, but they also make it easier to see outside the car . . . and besides, it's now the law.

When the law (Wisconsin Act 106) went into effect on June 1, Safe Kids Wisconsin, AAA Wisconsin and Wisconsin DOT teamed up to hold child safety seat inspection events in Appleton, Eau Claire, Green Bay, Madison, Racine, and Wausau. About 400 child safety seats were installed and inspected by certified technicians. DOT Bureau of Transportation Safety has some funding available that will be used for public education about the new law and also to provide grants for booster seats to qualified low-income families.

Seat belt syndrome

When children are prematurely transitioned into adult safety belts, the lap portion of the belt rides up over the soft abdomen and the shoulder portion crosses the neck or face, causing many children to place the shoulder belt behind them or under their arm. In crashes (see simulation, Figure 2), this can lead to a constellation of injuries known as "seat belt syndrome," a pattern of intra-abdominal and spinal injuries (see Figure 3) as well as lower extremity injuries.

Are your kids ready to graduate to the next seat?



PHOTOS COURTESY OF SAFE KIDS WORLDWIDE

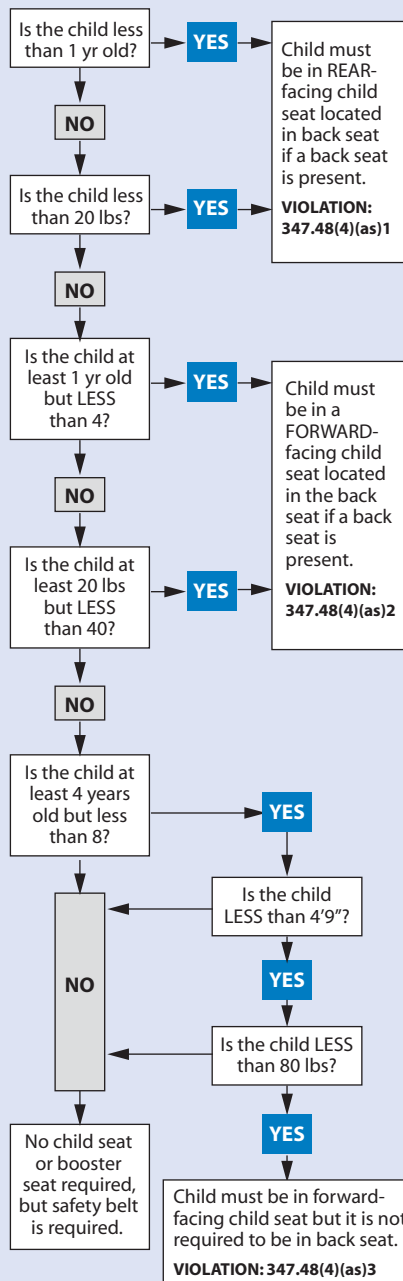


Figure 1

INCORRECT Seat belt alone

This simulation shows a 6-year-old child during a 35 mph frontal crash. Note the dramatic forward excursion of the child; the inappropriate fit of the seat belt puts the child at risk for severe head, spine and abdominal injury.



CORRECT With belt positioning booster

The same child, properly restrained, barely moves.

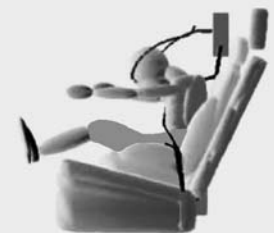


Figure 2

Source: The Children's Hospital of Philadelphia

Improper vs. proper lap belt position

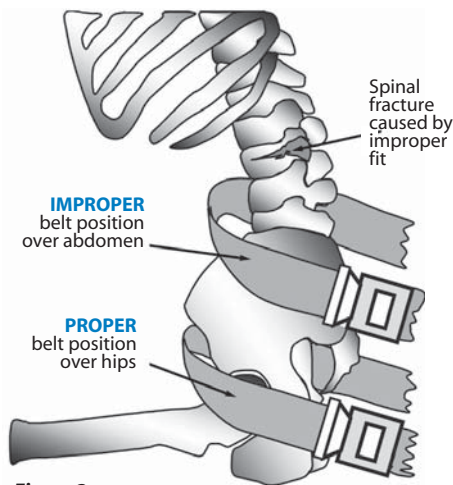


Figure 3

Source: Partners for Child Passenger Safety Study

Partners for Child Passenger Safety (PCPS) is a research partnership of The Children's Hospital of Philadelphia and State Farm. In an analysis of abdominal injuries for *Annals of Surgery* (January 2004), PCPS researchers looked at a study population of 204,028 restrained child occupants involved in crashes. Among this group, only 59% were optimally restrained in age- and size-appropriate restraints. The lowest optimal restraint use was for children ages 4 to 8. In this age group, children with sub-optimal restraint were much more likely to sustain an abdominal injury than optimally restrained children (Figure 4).

In a PCPS study of children ages 4 through 7 (*Journal of the American Medical Association—JAMA*, 6/03), booster seats lowered the risk of injury to children in crashes by 59% when compared to using seat belts alone (Figure 5).

Wisconsin has now joined the 35 other states that, as of June 1, have booster seat laws. To educate the public about the new law, written warnings will be issued instead of citations for first violations during a grace period until December 31. Second and subsequent violations of the law before January 1, 2007 are grounds for a citation.

Along with the booster seat provisions, the new law improves safety in a couple of other ways. Drivers are now responsible for ensuring that ALL passengers are buckled up—previously they could be ticketed only for unbuckled passengers below age 16. Also, the law eliminates the “personal needs” exception that allowed an adult to remove a child from a car seat while the vehicle is in motion to change diapers, nurse, burp, etc.

To learn more about booster seats, visit the Wisconsin Information Network for Safety (WINS) website or call toll free. There are links to child safety seat organizations and resources on the DOT website.

Another good resource is The Children's Hospital of Philadelphia's website.

A great opportunity to learn more is coming up at this summer's Governor's Conference on Highway Safety in Madison. On August 23, one of the workshops will focus on the new law and related law enforcement issues. One of the presenters will be Tim Corden, MD, medical director of the UW Hospital's pediatric critical care unit. Then the next day a workshop will cover what's new in child passenger safety.

Belt-positioning booster seats reduce risk of injury for 4- to 8-year-olds

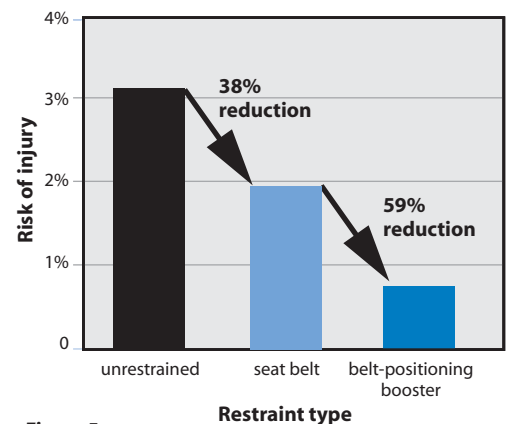
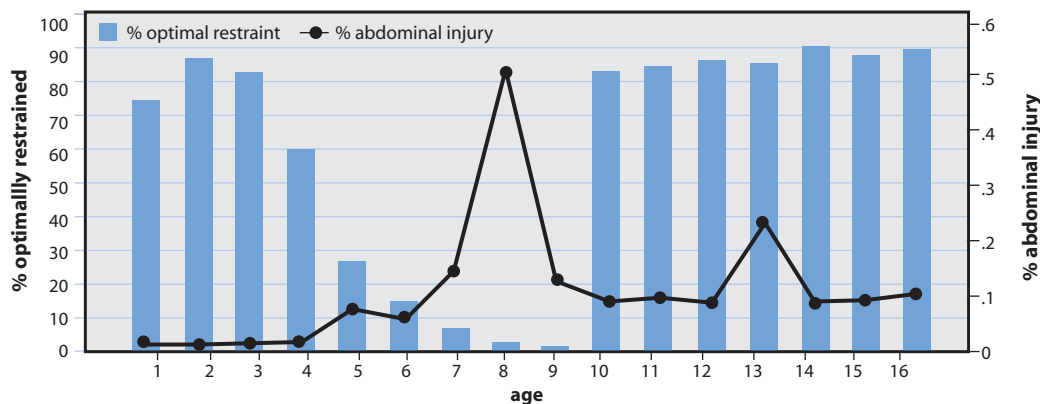


Figure 5

Source: JAMA

Risk of abdominal injury for child passengers in crashes



Source: Annals of Surgery

Figure 4 All study participants were restrained. Children ages 4 to 8 in sub-optimal restraints (adult seat belts) were more than three times as likely to sustain an abdominal injury compared to children in optimal restraints (belt-positioning booster seats).

Wisconsin Information Network for Safety (WINS)

www.BoosterSeat.gov
Toll-free at (866) 511-9467

DOT website

Links to child safety seat organizations and resources
www.dot.wisconsin.gov/safety/vehicle/child/resources.htm

Children's Hospital of Philadelphia

www.chop.edu/carseat

Highway Safety Partners

This section profiles people who are helping improve traffic safety in Wisconsin.

Nan Peterson, R.N., M.S.

*Coordinator, SAFE KIDS Coalition-Madison Area
UW Children's Hospital*

Preventing injuries and saving kids' lives. This is the inspiring and energizing focus of Nan's work. She started out in pediatric intensive care nursing, and, as she says, "seeing the tragic injuries to kids and the devastation of families ... when it could have been prevented ... I knew I had to get involved personally."

Nan and her many SAFE KIDS Coalition colleagues foster programs to prevent all unintentional injuries to children, including those that occur while riding in a vehicle, walking or biking. "The beauty of the coalition," she observes, "is that it brings together individuals and organizations that together can do a great job preventing injuries. This includes people from public health, fire/EMS, schools and law enforcement." They are able to provide, for example, child passenger safety services on a regular basis, including car seat checks in Dane County each week. This enables them to try and keep up with demand from families.

The coalition is just now starting a three-year project called Transporting Children Safely—A Public Health Model for WIC (Women, Infants, and Children) Families. With funding from the Wisconsin Partnership Fund for a Healthy Future of the UW School of Medicine and Public Health, the project will provide child passenger safety services to low-income families in Madison and Dane County, including providing car seats to families who can't afford them, along with education on proper installation.

June 1 of this year marked a personal career milestone for Nan. Passage of Wisconsin Act 106, the state's new booster seat law, was "huge for the children of Wisconsin" she says. For two years, legislators and numerous advocacy colleagues worked to win this big success for the benefit of Wisconsin kids.

Nan is a clinical assistant professor at the UW-Madison School of Nursing, and she belongs to numerous organizations, including the American Trauma Society, Wisconsin Division; National Association of Children's Hospitals, Injury Prevention Cooperative Steering Committee, and EMS and Public Health Committee. In addition, she has published numerous journal articles on injury prevention, is a frequent conference presenter and participates in research concerning children's safety.



Nan (center) with SAFE KIDS colleagues. For her work, it's all about teamwork.

Nan (back row, second from left) with coalition partners at a car seat check for Hmong families at United Refugee Services of Wisconsin.

**Contact Nan at
(608) 262-9993 or
nmpeters@wisc.edu.**



Chief Noble Wray

Madison Police Department



When he became chief of the Madison Police Department in October 2004, Noble Wray pledged to take the community policing approach instituted in the 1970s by former Chief David Cooper one step further to what he dubbed "trust-based policing."

"Right now we say we are doing problem solving, but it takes place in a rudimentary and ad hoc manner," he observed. His goal has been to enhance the department's ability to get ahead of problems. Cities that practice community and trust-based policing are different from cities around the country that "erupt" when confronted with difficult situations, he says. Communities that give police the benefit of the doubt are those where the police are trusted. They have neighborhoods where officers are known by their first names. This trust-based approach can be particularly effective, he feels, in areas such as immigration and racial profiling.

A 22-year veteran of the department, Wray started out as a patrol officer and then became a neighborhood officer. His first week as acting chief was during the Audrey Seiler abduction hoax that put him in the national media spotlight, and his first week as chief included Halloween hooliganism on State Street.

He notes that improving traffic safety is an important ongoing challenge. In 2000, MPD created a Traffic Enforcement Safety Team (TEST) committed to traffic enforcement. TEST officers' vigilance, combined with special emphasis on enforcement by all MPD officers, has significantly increased traffic citations citywide. Fear of getting a ticket is a strong motivator in improving driving behavior, as is shown by the success of statewide alcohol and safety belt enforcement mobilizations.

MPD works closely with UW-Madison and its PACE (Policy, Alternatives, Community, and Education) Project to reduce high-risk drinking on campus.

The department is also part of the Safe Community Coalition of Madison and Dane County, and Wray is an enthusiastic supporter of its efforts, including the Stop on Red Campaign, providing pedestrian flags and Slow Down yard signs, Walk Our Children to School Week, and a NHTSA-funded three-year effort to increase safety belt use among rural residents and minority communities.

Contact Chief Wray at nwray@cityofmadison.com.



You drink, they drive

The *Road Crew* program, a social marketing success story, has expanded into three new communities: Barron, southern Grant, and La Crosse Counties. This innovative alternative to drunken driving provides fun and inexpensive rides in luxury vehicles to people who have had too much to drink to be behind the wheel themselves.

Originally developed by the UW-Madison School of Business, Tavern League of Wisconsin, Miller Brewing Company and DOT Bureau of Transportation Safety (BOTS), *Road Crew* was launched in 2002 in three Wisconsin communities. In its first year, the program provided 20,000 rides to potential drunken drivers, and achieved about a 17% reduction in alcohol-related crashes in communities offering the service.

Road Crew continues to thrive in two of the original communities, Iowa County and Polk County. Since its inception, *Road Crew* has provided almost 50,000 rides in Wisconsin. Visit www.roadcrewonline.org for further details.

In June, 14 communities attended a conference in Madison to learn about BOTS



Advisory group of 21-34 year olds from Barron County Road Crew

grant opportunities to launch new coalitions. For more information, contact BOTS's new alcohol program manager, Janet Nodorft, at (608) 266-0550 or janet.nodorft@dot.state.wi.us.

See page 8 for another social marketing program, Project Green-Yellow-Red.



Click It or Ticket

Wisconsin DOT Secretary Frank Busalacchi speaks at the Click It or Ticket kick-off news conference in Madison on May 22. Several law enforcement officers participated in the event including Maple Bluff Police Officer Jay Sugden [left] and Wisconsin State Patrol Superintendent David Collins.

Anniversaries

Better OWI laws improve safety

2006 marks the anniversary of three important improvements in Wisconsin's OWI laws:

20th Effective September 1, 1986, Wisconsin Act 337 raised the minimum drinking age to 21. It also included other underage drinking laws, e.g., Not-a-Drop for persons under age 19 (Figure 1 shows how this helped 18-, 19- and 20-year-olds)

25th Massive overhaul of Wisconsin's OWI law in 1981 (Figure 2 illustrates its impact)

- Made 0.10 the illegal per se BAC limit (i.e. prosecutors no longer needed corroborating evidence to prove OWI).
- Virtually eliminated plea bargaining.
- Mandated formal AODA assessment as a condition of sentence for every OWI offender.
- Established OWI surcharge to fund AODA assessment/treatment.

35th A 1971 law required each county to create a community-level, multi-disciplinary Traffic Safety Commission to monitor local trends and coordinate efforts to address problems.

Figure 1. Crash rates for drinking drivers

In this illustration, a drinking driver is one who has consumed any quantity of alcohol.

The dramatic benefit of law changes

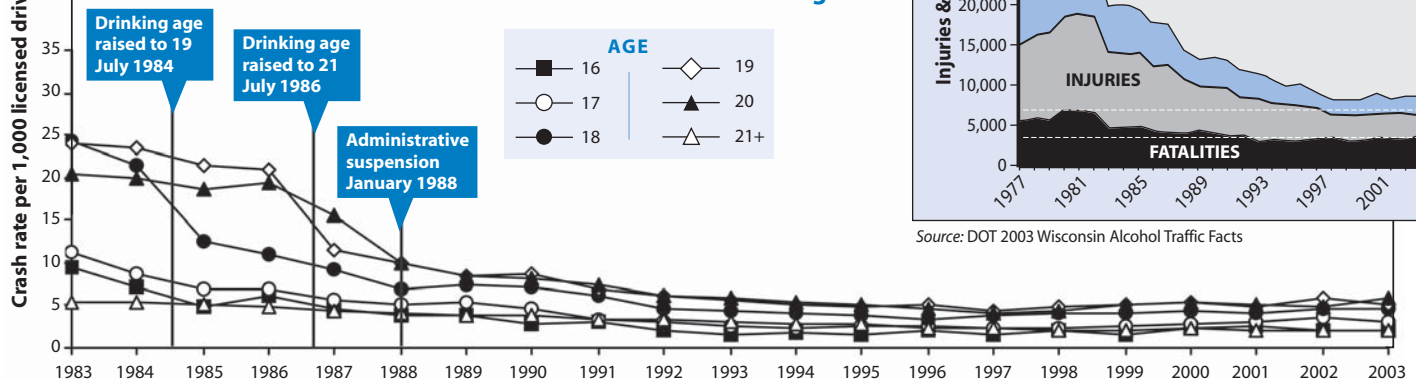
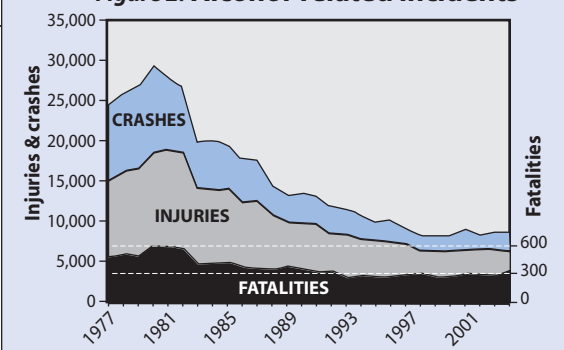


Figure 2. Alcohol-related incidents



Source: DOT 2003 Wisconsin Alcohol Traffic Facts



August 22

Preceding the Governor's Conference

Board meetings and trainings

August 23 & 24

Governor's Conference on Highway Safety

(see page 1)

Marriott Madison West

dot.wisconsin.gov/news/events/safety/index.htm

August 16–Sept. 4

Alcohol law enforcement mobilization

Drunk Driving. Over the Limit. Under Arrest.

September 5–8

14th International Pro Walk/Pro Bike Conference & Wisconsin State Bicycle and Pedestrian Summit (see page 3)

Madison



As we all know, people can be motivated by “carrots” and “sticks”. Commercial marketers are always plying us with carrots; they realize that to get us to try a new product it must be appealing and serve a need. The goal of social marketing is to lure people away from harmful behavior by providing appealing alternatives. Project Green-Yellow-Red is an innovative campaign in Wisconsin that aims to reduce alcohol-related motorcycle crashes by offering people appealing alternatives to riding impaired.

With funding support from the DOT Bureau of Transportation Safety (BOTS) and NHTSA, the campaign is being developed by Innocorp, Ltd., the creators of the Fatal Vision® Impairment Simulation Goggles. The campaign was launched in Dane and Jefferson counties in June. This initial effort will be evaluated to see if the approach can serve as a national model.

Green, yellow and red represent the three decisions motorcyclists can make regarding drinking and riding.

GREEN represents the wisest choice; ride alcohol free.

YELLOW is when a person decides to drink some alcohol and ride. Impairment begins with the first drink and the campaign uses several approaches to encourage people not to drink too much, including special promotions with non-alcoholic drinks. For example, “poker runs” between taverns are popular in the state, and the campaign promotes non-alcoholic stops at places such as Culvers restaurants.

RED is when a person is impaired. The campaign promotes services like Safe Ride to get the person home, and special shelters are available for overnight motorcycle storage.



Shelter for overnight motorcycle storage

Hey you!

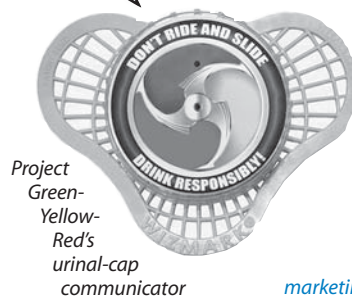
If you've had one too many, you can get a free ride home and secure your motorcycle if needed. Don't take a chance ... ask your bartender now.

Yes, the urinal is speaking to you.

In the bathrooms of participating taverns, riders once again get the message. As a person approaches the urinal, a light-activated urinal-cap “communicator” addresses the captive—and perhaps startled—audience with some sage advice.

Previously, BOTS had teamed up with the UW-Madison School of Business to develop the successful *Road Crew* social marketing program (page 7).

On August 23 at the Governor's Conference on Highway Safety, a workshop will cover social marketing and motorcycle enforcement.



High visibility enforcement along US 41

At a June 27 news conference at Lambeau Field, State Patrol Lt. Patricia Hansen announced this summer's US 41 corridor traffic enforcement project. To combat speeding and aggressive driving from Menominee Falls to the Michigan border in Marinette, BOTS is providing federal funding to 13 law enforcement agencies in nine counties for officers' overtime.



Wisconsin Department of Transportation

Bureau of Transportation Safety
P.O. Box 7936
Madison, WI 53707-7936

PRSRT STD
US POSTAGE
PAID
MADISON WI
PERMIT NO 1369